

EXHIBIT C

AMERICAN
ARBITRATION
ASSOCIATION®INTERNATIONAL CENTRE
FOR DISPUTE RESOLUTION®COMMERCIAL ARBITRATION RULES
DEMAND FOR ARBITRATIONFor Consumer or Employment cases, please visit www.adr.org for appropriate forms.

You are hereby notified that a copy of our arbitration agreement and this demand are being filed with the American Arbitration Association with a request that it commence administration of the arbitration. The AAA will provide notice of your opportunity to file an answering statement.

Name of Respondent: VetPharm, Inc.

Address: 349 West Commercial Street Suite 2200

City: East Rochester	State: New York	Zip Code: 14443
Phone No.: 585.249.1090	Fax No.: 585.249.1091	

Email Address: dday@vetpharm.com

Name of Representative (if known): Douglas Foss

Name of Firm (if applicable): Harris Beach PLLC

Representative's Address: 99 Garnsey Road

City: Pittsford	State: New York	Zip Code: 14534
Phone No.: 585.419.8612	Fax No.: 585.419.8801	

Email Address: dfoss@harrisbeach.com

The named claimant, a party to an arbitration agreement which provides for arbitration under the Commercial Arbitration Rules of the American Arbitration Association, hereby demands arbitration.

Brief Description of the Dispute:

NewMarket hired VetPharm to monitor clinical studies related to an animal pharmaceutical and to prepare a written report. VetPharm terminated the Agreement before completing the study or preparing any reports. NewMarket seeks recovery off all monies paid to VetPharm and any remedies entitled to in under the Parties Agreement or otherwise.

Dollar Amount of Claim: \$ 1,758,000+

Other Relief Sought: Attorneys Fees Interest Arbitration Costs Punitive/Exemplary Other: Early Termination Charges as defined by the Parties' Agreement.

Amount enclosed: \$ 0 (Administrative Fees Hardship Waiver Claimed)

In accordance with Fee Schedule: Flexible Fee Schedule Standard Fee Schedule

Please describe the qualifications you seek for arbitrator(s) to be appointed to hear this dispute:

NewMarket requests that the arbitrator have knowledge of pharmaceutical product development, clinical trial management, clinical research organizations, FDA regulations and electronic data capture.

Hearing locale: Trenton, NJ

(check one) Requested by Claimant Locale provision included in the contract

Estimated time needed for hearings overall: hours or 2 days

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Type of Business:

Claimant: NewMarket Pharmaceuticals LLC

Respondent: VetPharm, Inc.

Are any parties to this arbitration, or their controlling shareholder or parent company, from different countries than each other?

No

Signature (may be signed by a representative):

/s/ Robert M. Pollaro

Date:

February 12, 2019

Name of Claimant: NewMarket Pharmaceuticals LLC

Address (to be used in connection with this case): 4 Pitcairn Avenue Suite 4

City: Trenton State: New Jersey Zip Code: 08628

Phone No.: 908.252.9600 Fax No.:

Email Address: mridall@newmarketpharma.com

Name of Representative: Robert M. Pollaro

Name of Firm (if applicable): Cadwalader Wickersham & Taft LLP

Representative's Address: 200 Liberty Street

City: New York State: New York Zip Code: 10281

Phone No.: 212.504.6000 Fax No.: 212.504.6666

Email Address: robert.pollaro@cwt.com

To begin proceedings, please send a copy of this Demand and the Arbitration Agreement, along with the filing fee as provided for in the Rules, to: American Arbitration Association, Case Filing Services, 1101 Laurel Oak Road, Suite 100 Voorhees, NJ 08043. At the same time, send the original Demand to the Respondent.